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To: Dr. K. S. Houghton **Date:** February 13, 1992

From: W. F. Kuhn

Subject: TAR COMPARISONS

Attached are tables of our brands including our recommended tar targets as established between R&D and Technical Services, which has been approved by Marketing. The tables also compare Market Sample #33 and Market Sample #34 data generated by the Tobacco Institute Testing Laboratory (TITL). The brands with the asterisks refer to the samples that were retested for us by TITL for tar and nicotine values of those brands. In the right hand column, the pound sign (#) contains indications of tar target changes implemented in 1991. The brands in bold type reflect differences in tar of 1mg. between Market Sample #33 and #34.

As you can see, some of our current approved tar targets are consistent with Market Sample #34 data, generated by TITL. The biggest discrepancy between tar data given by TITL and our approved tar targets is reflected in our non-filter products.

Let's review these data at your earliest convenience.

W. F. Kuhn

cc: R. Fenner
L. Watts
R. Heretick

BK
See me on
This
Ken

Source: https://www.industrydocuments.ucsf.edu/docs/rpkk0001